

## DAFTAR PUSTAKA

- Amalia, D. U., Mulyana, B. B., Ramadhan, F. F., & Fajarwati, N. K. (2024). *Perlindungan Hukum Terhadap Kekayaan Intelektual Dalam Era Digital Di Indonesia*. Terang: *Jurnal Kajian Ilmu Sosial, Politik dan Hukum*, 1(1), 26-46.
- Anani-Bossmann, A., Nutsugah, N., & Issah Abudulai, J. (2024). *Communicare: Journal for Communication Studies in Africa*. *Communicare: Journal for Communication Studies in Africa*, 1, 3. <https://doi.org/10.36615/jcsa>
- Anishchenko, M. A., Gidenko, I., Kaliman, M., Polyvaniuk, V., & Demi-Anchuk, Y. V. (2023). ARTIFICIAL INTELLIGENCE IN MEDICINE: LEGAL, ETHICAL AND SOCIAL ASPECTS. *Acta Bioethica*, 29(1), 63–72.
- Babaian, T., & Xu, J. (2024). Entity recognition from colloquial text. *Decision Support Systems*, 179, 1–11. <https://doi.org/10.1016/j.dss.2024.114172>
- Bormane, S., & Blaus, E. (2024). Artificial intelligence in the context of digital marketing communication. *Frontiers in Communication*, 9(1411226), 1–13. <https://doi.org/10.3389/fcomm.2024.1411226>
- Çakır, A. (2022, August 23). Daha İyi Bir Gelecek için Yapay Zeka – AI For Good. AITR Bütün Hakları Saklıdır.
- Chanduví, M. F. (2023). *The Impact of AI on PR and Strategic Communications: A Double-Edged Sword* by Maria Fernanda Chanduví. *Gnovis Journal*.
- Eid, M. A. H., Hashesh, M. A., Sharabati, A. A. A., Khraiwish, A., Al-Haddad, S., & Abusaimh, H. (2024). Conceptualizing ethical AI-enabled marketing: Current state and agenda for future research. *International Journal of Data and Network Science*, 8(4), 2291–2306. <https://doi.org/10.5267/j.ijdns.2024.6.002>
- Fernández, L. Á. V., Fernández, Y. J. O., Hidalgo, C. V. S., Aliaga, J. C. C., & Fuster-Guillén, D. (2023). EGOVERNMENT AND ITS DEVELOPMENT IN THE REGION: CHALLENGES. *International Journal of Professional Business Review*, 8(1), 1–15. <https://doi.org/10.26668/businessreview/2023.v8i1.939>
- Hanafi, I., Syah, K., Judijanto, L., Maruf, I. R., & Subihat, I. (2024). LEGAL STUDY ON ETHICAL ISSUES IN THE USE OF ARTIFICIAL INTELLIGENCE FOR LEGAL DECISIONS: CRITICAL LITERATURE REVIEW. *PENA JUSTISIA: MEDIA KOMUNIKASI DAN KAJIAN HUKUM*, 23(2), 1–12.
- Hafiza, N. (2023, November). *Peluang Penggunaan Teknologi ChatGPT dalam Dunia Hukum Perdata Nasional*. In *Proceeding of Conference on Law and Social Studies* (Vol. 4, No. 1).
- Handayani, D. S., Irwansyah, Kaunang, R., & Sondang, S. (2024). *Manfaat dan Potensi Masalah Penggunaan Kecerdasan Buatan (AI) dalam Komunikasi*

- Publik. Co-Value: Jurnal Ekonomi, Koperasi & Kewirausahaan, 14(12), 1–9.  
<https://journal.ikopin.ac.id>
- Ledoh, C. C., Judijanto, L., Jumiono, A., Apriyanto, A., & Hakpantria, H. (2024). Revolusi Industri 5.0: Kesiapan Generasi-Z dalam Menghadapi Persaingan Global. PT. Sonpedia Publishing Indonesia.
- Meliani, M., Septianah, N., Septiani, S., & Kurniasari, N. G. A. K. (2024). Strategi Public Relations Dalam Mempertahankan Brand Awareness Produk “Broodis” Di Social Media Instagram. *Jurnal Public Relations (JPR)*, 5(1), 32-40.
- Naukowe, Z., Górnosłaskiej, A., & Zakrzewska, E. (2023). Use of Artificial Intelligence in Public Relations Activities with Examples of Selected Tools. WYKORZYSTANIE SZTUCZNEJ INTELIGENCJI W DZIAŁANIACH PUBLIC RELATIONS NA PRZYKŁADZIE WYBRANYCH NARZĘDZI, 31–40. <https://doi.org/10.53259/2023.10.04>
- Permana, A. A., Darmawan, R., Saputri, F. R., Harto, B., Al-Hakim, R. R., Wijayanti, R. R., ... & Rukmana, A. Y. (2023). Artificial Intelligence Marketing. Padang: Global Eksekutif Teknologi.
- Piller, E. (2024). Inhuman Rhetoric: Generative AI and Crisis Communication. *Journal of Business and Technical Communication*. <https://doi.org/10.1177/10506519241280594>
- Prasojo, R. (2024). PUBLIK RELATION DI ERA DIGITAL:PENGARUH TEKNOLOGI ARTIFICIAL INTELLIGENCE TERHADAP PRAKTIK PUBLIC RELATIONS MODERN. *Jurnal Multidisiplin Ilmu Akademik*, 1(3), 208–212.
- Putri, I. M., & Qurniawati, E. F. (2024). TRANSFORMASI ETIKA DAN STRATEGI PUBLIC RELATIONS DI ERA ARTIFICIAL INTELLIGENCE. *Jurnal Ilmu Komunikasi UHO : Jurnal Penelitian Kajian Ilmu Sosial Dan Informasi*, 9(2), 375–387. <https://doi.org/10.52423/jikuho.v9i2.201>
- Santoso, J. T. (2023). Kecerdasan Buatan (Artificial Intelligence). Penerbit Yayasan Prima Agus Teknik, 1-227.
- Setiawan, Z., Nurdiansyah, N., Kushariyadi, K., & Sari, M. D. (2024). Strategi Pemasaran: Konsep dan Inovasi Pemasaran di Era Digital. PT. Sonpedia Publishing Indonesia.
- Sari, O. H., Rukmana, A. Y., Munizu, M., Novel, N. J. A., Salam, M. F., Hakim, R. M. A., ... & Purbasari, R. (2023). DIGITAL MARKETING: Optimalisasi Strategi Pemasaran Digital. PT. Sonpedia Publishing Indonesia.
- Sartor, G. (2020). The impact of the General Data Protection Regulation (GDPR) on artificial intelligence. *STOA : Panel for the Future of Science and Technology*, 1–100.

- Wicaksana, R. H., Munandar, A. I., & Samputra, P. L. (2020). Studi Kebijakan Perlindungan Data Pribadi dengan Narrative Policy Framework: Kasus Serangan Siber Selama Pandemi Covid-19 (A Narrative Policy Framework Analysis of Data Privacy Policy: A Case of Cyber Attacks During the Covid-19 Pandemic). *JURNAL IPTEKKOM Jurnal Ilmu Pengetahuan & Teknologi Informasi*, 22(2), 143-158.
- Zebua, R. S. Y., Khairunnisa, K., Hartatik, H., Pariyadi, P., Wahyuningtyas, D. P., Thantawi, A. M., ... & Kharisma, L. P. I. (2023). *Fenomena Artificial Intelligence (Ai)*. PT. Sonpedia Publishing Indonesia.